Why aren't either computer companies or TV companies extending high speed (two way) Internet cable to all cities before offering it to outlying areas?

I have been trying to get two-way Internet from both Service Electric or RCN for years to no avail. I am offered only one-way service. There are fiber optic cables in front of my house, but I am told these are for commercial customers.

Your reply will be greatly appreciated. Rowland K. Carver